



MEDIA RELEASE

CITY LAUNCHES *NEXTDOOR* SOCIAL NETWORK FOR NEIGHBORHOODS

SANTA BARBARA, CA – 7/3/2012

The City Council approved the use of [Nextdoor](http://www.nextdoor.com) (www.nextdoor.com), a private social network for neighborhoods, to foster neighbor-to-neighbor and citywide communication. Santa Barbara residents can register with Nextdoor to participate in private websites for their neighborhoods where they can get to know their neighbors, ask questions, and exchange local advice and recommendations. Topics of discussion on Nextdoor can include local events, school activities, plumber and babysitter recommendations, construction updates, disaster preparedness, recent crime activity, upcoming garage sales or any other issue of interest to the neighborhood. Residents and neighborhoods can participate in the site free of charge.

Nextdoor was specifically designed to help neighbors feel comfortable sharing information with one another to help build stronger communities. All members must verify that they live within the neighborhood. Information shared on Nextdoor is password-protected and cannot be accessed by those outside the neighborhood or found on Google or other search engines. In addition, Nextdoor never shares personal information with any third parties.

To get started, anyone interested in joining their neighborhood's Nextdoor website can visit www.nextdoor.com and enter their address.

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